

## **HISTORY OF FIRMS USING PERFIN**

### **BODDINGTONS of MANCHESTER**

Boddingtons has been enjoyed by beer drinkers in England for more than 200 years, and is well known for its creamy head and smooth body. It is now sold in over 30 countries world-wide, and can be drunk on tap in places as far afield as New Zealand and Hong Kong.

Manchester is situated in the North West of England and is the UK's third largest city after London and Birmingham. Before it was famous for Boddingtons, Manchester was famous for cotton and for being one of the key centres for the Industrial Revolution of the 18th century. The city had a well developed network of canals, which were used to transport textiles around the locality. The economic emergence of Manchester in the late 1700's led to an increase in the level of employment, and two canny grain merchants, Thomas Caister and Thomas Fry, realised that the workers would need liquid refreshment after a hard working day. They decided to build a brewery on a site that was at the time just outside the city to the north of the River Irwell. The site was chosen because its location would mean that they would be able to avoid the tax on grain levied by the local mills belonging to Manchester Grammar School. And so the Strangeway Brewery was born. The introduction of saccharometers and thermometers began to help Strangeways beer develop a reputation for quality that survives to this day.

Henry Boddington was born in 1813, and at the age of 19 was employed as a "traveller" for the brewery, rising rapidly to become a partner in the brewery, which was renamed John Harrison and Co. It was a difficult time for the Brewery, with the duty payable on sugar very high and the Beer House Act of 1830 enabling lower class boozers to begin

trading. They were called "Tom and Jerry shops" and were to ruin trade for the major brewers for years to come. Undaunted, Henry took out a huge loan in 1853 and became the sole owner. Under Henry, production increased dramatically and by 1877 over 100,000 barrels of beer were being brewed on the site. Unfortunately, a fire spread through the brewery that very same year and only the brave intervention of the fire services prevented a total disaster.

As Henry moved towards the end of his life, his son Henry Junior became involved and the Brewery was renamed Henry Boddington and Son. Following the death of Henry senior in 1886, the company was renamed Boddingtons Breweries Ltd, a true public company. At this time, new boiling pans, slate tanks and cask hoists were introduced, but electric lights were rejected for being too extravagant.

In 1908 Robert Boddington became chairman and the technological development of the brewery continued. In the 1920's a bottling hall was installed and aluminium vessels were situated, replacing machinery driven by pulleys and one large flywheel. The Brewery did not escape the horror of the 2nd World War. On the night of December 22 1940 German bombers knocked out the breweries water tanks leaving the brewery in flames. New Chairman, Geoffrey Boddington, preferred to see a half full glass rather than a half empty one, using the bombing to further modernise the Brewery and its techniques.

The continuing success of the Brewery meant that the national brewers were looking to get involved in its business. Boddingtons signed a trading agreement with Whitbread and in 1971 Alex Bennet, a Whitbread board member, also became a member of the Board at Boddingtons. This close relationship continued until Whitbread purchased the brand and the Brewery in 1989. In the early 1970's a new

logo was introduced which included the traditional aspects of the brand, including the famous barrel and the two bees. The bees symbolised Manchester's reputation of being a "hive of industry" during the Industrial Revolution. During this time George Best was helping Manchester United to become the most famous football club in the world and it was rumoured that George tasted Boddingtons on occasions!

Continuing the close relationship with Whitbread, Boddingtons sold their beer brand and the Brewery to them in 1989 for £50.7 million. The sale was an amicable one, with genuine excitement that Boddingtons could now become a truly national brand. With the introduction of the wiget into canned Boddingtons in 1992 and an extremely successful advertising campaign, Boddingtons became firmly established as one of the U.K's favourite ales.

Fanatics had often hidden a 4 pack in their luggage when going on holiday and in 1993 Boddingtons was exported officially for the first time. Canada was the first country to take shipments of Boddingtons and in the last 7 years the brand has taken advantage of the increased interest in different beer styles and has become a truly international brand. It is possible now to buy tap Boddingtons in over 20 countries, as far apart as The United States and New Zealand.

In May 2000 the Whitbread Beer Company became part of Interbrew, the Belgian brewer famous for it's classic beers, and is now known as Interbrew UK Ltd. Boddingtons is the latest addition to the Interbrew portfolio and who can blame them for wanting Boddingtons as part of their family! This has strengthened Boddingtons position even further and Bodds enthusiasts can look forward to even more growth around the world.